

Syed Ali Muqtadir

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Education

University of Stirling

PhD Psychology

Supervisor: Magdalena Ietswaart

2022-Present

Supervisor: Natasza Orlov

2017-2018

University of Central Punjab

Lahore, Pakistan

Bachelor of Science (Honors) in Psychology

2012-2016

King's College London

Master of Science in Neuroscience

Experience

Lahore University of Management Sciences

Lahore, Pakistan

Research Associate

Suleman Dawood School of Business

2019-2022

Graduate Researcher

Department of Psychosis Studies

2018

University of Central Punjab

Lahore, Pakistan

Research Assistant

Department of Psychology

2017

King's College London

London, United Kingdom

Publication History (* Shared First Authorship)

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- [1] Ali, K., Li, C., Zain-ul-abdin, K., & **Muqtadir, S. A.** (2022). The effects of emotions, individual attitudes towards vaccination, and social endorsements on perceived fake news credibility and sharing motivations. *Computers In Human Behavior*, 107307. <https://doi.org/10.1016/j.chb.2022.107307>
 - [2] Orlov, N. D., Sanderson, J., **Muqtadir, S. A.**, Kalpakidou, A. K., Michalopoulou, P. G., Lu, J., & Shergill, S. S. (2021). The effect of training intensity on implicit learning rates in schizophrenia. *Scientific Reports*, 11, 6511. <https://doi.org/10.1038/s41598-021-85686-5>
 - [3] Orlov, N. D., Muqtadir, S. A., Oroojeni, H., Averbeck, B., Rothwell, J., & Shergill, S. S. (2022). Stimulating learning: A functional MRI and behavioral investigation of the effects of transcranial direct current stimulation on stochastic learning in schizophrenia. *Psychiatry Research*, 114908. <https://doi.org/10.1016/j.psychres.2022.114908>
 - [4] Zain-ul-Abdin K., Ali K., Li C., **Muqtadir S. A.**, Caring or commercializing? Examining the impact of corporate communication strategy and social media engagement on consumer evaluations during the COVID-19 pandemic. In review.

Conference Activity and Presentations

- [1] Zain-ul-Abdin K., Ali K., **Muqtadir S. A.** (2022, May 26-30). Turning Tides: The Rise of Female Social Media Influencers and the End of Gender Congruency in Influencer Marketing [Poster], International Communication Association Conference, Paris, France.
- [2] Zain-ul-Abdin K., Ali K., **Muqtadir S. A.** (2022, May 26-30). Audience-Peer Effects on Contraceptive TV Advertisement Viewings in a Conservative Culture [Abstract], International Communication Association Conference, Paris, France.
- [3] **Muqtadir S. A.**, (2017, April 26-28). Relationship between Personality Types and Beliefs towards Complementary and Alternative Medicine [Thesis Abstract], International Conference on Health Psychology: Issues and Challenges, Lahore, Pakistan.

Skills and Languages

Programming: Python

Data Analysis: SPSS, Stata, JASP

Data Collection: PsychoPy, Gazepoint Eye-Tracking Software Suite, Qualtrics

Graphics and Visualisation: Adobe Illustrator, Adobe Photoshop

Languages: Urdu (Native); English (Native)